

12/28/00
JCS960 U.S. PTO

01-02-0

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | |
|---|---------------------------|
| TO: Assistant Commissioner for Patents Washington, D.C. 20231 | ATTY. DKT. NO. T721-20 |
|---|---------------------------|

PATENT APPLICATION TRANSMITTAL

Transmitted herewith for filing is the patent application of:

INVENTOR(S): John A. Schlack

TITLE: SYSTEM AND METHOD FOR DELIVERING TARGETED
ADVERTISEMENTS USING MULTIPLE PRESENTATION STREAMS

JCS914 U.S. PTO
09/750800
12/28/00

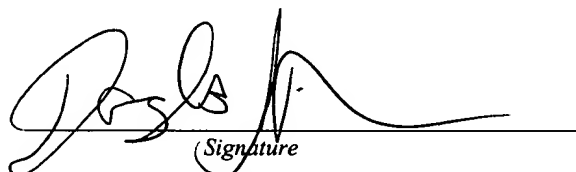
Enclosed are the following papers required for a filing date under 35 CFR §1.53(b):

- ☒ Specification 27 pages
- ☒ Claims 13 pages
- ☒ Abstract 1 pages
- ☒ Drawings 5 sheets ☐ formal ☒ informal

The following additional papers are enclosed:

- ☒ Fee Transmittal
- ☒ Declaration and Power of Attorney
- ☒ Applicant Claims Small Entity Status. See 37 CFR 1.27
- ☐ Information Disclosure Statement ☐ Form PTO-1449
- ☒ Assignment and Cover Sheet
- ☐ Other:

Dated: 12/28/00


(Signature)

Douglas J. Ryder, Reg. No. 43,073

Expanse Networks, Inc.
300 North Broad Street
Doylestown, PA 18901
(215) 340-6900

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEE TRANSMITTAL

| | | | |
|--|------------------------|---------------------------------|---------------------------|
| APP. NUMBER UNKNOWN | FILING DATE UNKNOWN | FIRST NAMED INVENTOR SCHLACK | ATTY. DKT. NO. T721-20 |
| TITLE AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS USING MULTIPLE PRESENTATION STREAMS | | ART UNIT UNKNOWN | EXAMINER UNKNOWN |

FEE CALCULATION (fees effective 12/28/00)

1. FILING FEE

| Large Entity Fee Code | Small Entity Fee Code | Fee Description | Amount |
|------------------------------|---|--------------------|--------|
| <input type="checkbox"/> 101 | <input checked="" type="checkbox"/> 201 | Utility filing | 355.00 |
| <input type="checkbox"/> 106 | <input type="checkbox"/> 206 | Design filing fee | |
| <input type="checkbox"/> 107 | <input type="checkbox"/> 207 | Plant filing fee | |
| <input type="checkbox"/> 108 | <input type="checkbox"/> 208 | Reissue filing fee | |

SUBTOTAL (1) \$ 355.00

2. CLAIMS

| | Previous Paid | Extra | Fee | Amount |
|---|------------------|--------|-----|------------------|
| Total Claims | 46 | - 20 = | 26 | x 18.00 = 468.00 |
| Independent Claims | 3 | - 3 = | 0 | x 80.00 = 0.00 |
| <input type="checkbox"/> Multiple Dependent Claims | | | | 0.00 |
| <input checked="" type="checkbox"/> Small Entity Status (50% Reduction) | | | | |
| SUBTOTAL | | | | 234.00 |

SUBTOTAL (2) \$234.00

3. ADDITIONAL FEES

| Large Entity Fee Code | Small Entity Fee Code | Fee Description | Amount |
|------------------------------|------------------------------|--|--------|
| <input type="checkbox"/> 105 | <input type="checkbox"/> 205 | Surcharge-late filing fee or oath | |
| <input type="checkbox"/> 139 | <input type="checkbox"/> 139 | Non-English specification | |
| <input type="checkbox"/> 147 | <input type="checkbox"/> 147 | for filing a Request for Reexamination | |
| <input type="checkbox"/> 112 | <input type="checkbox"/> 112 | Requesting publication of SIR prior to Examiner Action | |
| <input type="checkbox"/> 113 | <input type="checkbox"/> 113 | Requesting publication of SIR after Examiner Action | |
| <input type="checkbox"/> 115 | <input type="checkbox"/> 215 | Extension for response within first month | |
| <input type="checkbox"/> 116 | <input type="checkbox"/> 216 | Extension for response within second month | |
| <input type="checkbox"/> 117 | <input type="checkbox"/> 217 | Extension for response within third month | |
| <input type="checkbox"/> 118 | <input type="checkbox"/> 218 | Extension for response within fourth month | |
| <input type="checkbox"/> 119 | <input type="checkbox"/> 219 | Notice of Appeal | |
| <input type="checkbox"/> 120 | <input type="checkbox"/> 220 | Filing a brief in support of an appeal | |
| <input type="checkbox"/> 121 | <input type="checkbox"/> 221 | Request for oral hearing | |
| <input type="checkbox"/> 138 | <input type="checkbox"/> 138 | Petition to institute a public use proceeding | |
| <input type="checkbox"/> 140 | <input type="checkbox"/> 240 | Petition to revive unavoidably abandoned application | |
| <input type="checkbox"/> 141 | <input type="checkbox"/> 241 | Petition to revive unintentionally abandoned application | |
| <input type="checkbox"/> 142 | <input type="checkbox"/> 242 | Utility issue fee (or reissue) | |
| <input type="checkbox"/> 143 | <input type="checkbox"/> 243 | Design issue fee | |
| <input type="checkbox"/> 144 | <input type="checkbox"/> 244 | Plant issue fee | |
| <input type="checkbox"/> 122 | <input type="checkbox"/> 122 | Petitions to the Commissioner | |
| <input type="checkbox"/> 126 | <input type="checkbox"/> 126 | Submission of Information Disclosure Statement | |
| <input type="checkbox"/> 581 | <input type="checkbox"/> 581 | Recording each patent assignment per property | |
| <input type="checkbox"/> 114 | <input type="checkbox"/> 214 | Provisional Application filing | |

Other fee (specify)

Other fee (specify)

SUBTOTAL (3)

\$0.00

METHOD OF PAYMENT (check one)

TOTAL AMOUNT OF PAYMENT

\$ 589.00

☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account Number:

501535

Deposit Account Name:

EXPANSE NETWORKS, INC.

☒ Charge any Additional Fee Under 37 CFR 1.16 and 1.17☐ Charge the Issue Fee set in 37 CFR 1.18 at the Mailing of the Notice of Allowance. 37 CFR 1.311(b)☒ Payment

Enclosed:

☐ Check☐ Money Order☐ Other:

Office use only:

SUBMITTED BY

Douglas J. Ryder

Signature

Date

12/28/00

43,073
Reg. Number

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|---|------------------------|---------------------------------|---------------------------|
| APPLN NUMBER UNKNOWN | FILING DATE UNKNOWN | FIRST NAMED INVENTOR SCHLACK | ATTY. DKT. NO. T721-20 |
| TITLE SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS USING MULTIPLE PRESENTATION STREAMS | | ART UNIT UNKNOWN | EXAMINER UNKNOWN |



Assistant Commissioner for Patents
Washington, D.C. 20231

CERTIFICATE OF MAILING (37 CFR 1.10)

Express Mail Label Number : EF096210290US

Date of Deposit : 28 December 2000

I hereby certify that the following *attached* paper or fee:

Patent Application; including Specification (27pp.), Claims (13pp.), Drawings (5pp.), and Abstract (1p.).

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Assistant Commissioner for Patents, Washington, D.C. 20231.


Laura J. Kelly